

DAFTAR PUSTAKA

- APJII (2017). *Penetrasi & Perilaku Pengguna Internet Indonesia*. Jakarta.
- Bang, H., & Wojdyski, B. W. (2016). Tracking users' visual attention and responses to personalized advertising based on task cognitive demand. *Computers in Human Behavior*, 55, 867– 876.
<https://doi.org/10.1016/j.chb.2015.10.025>
- Baack, D. W., Wilson, R. T., van Dessel, M. M., & Patti, C. H. (2016). Advertising to businesses: Does creativity matter? *Industrial Marketing Management*, 55, 169–177.
<https://doi.org/10.1016/j.indmarman.2015.10.001>
- Blueconic (2020). Targeted Advertising Statistic . Didapat dari:
<https://www.blueconic.com/wp-content/uploads/2020/02/targeted-advertising-statistics.png> [5 Oktober 2020]
- Chaffey, Dave (2015). *Digital Marketing (6th Edition)*. New York: Pearson.
- Chang, E.-C., & Luan, B. (2010). Impact of web banner advertising frequency on attitude. *Asia Pacific Journal of Marketing and Logistics Iss European Journal of Marketing European Journal of Marketing*, 2266(5), 512–527.
<https://doi.org/10.1108/13555851211259016>.
- DoubleClick (2015). *The buyer's guide to Programmatic Direct*. United States.
- Djamba, Y. K., & Neuman, W. L. (2002). Social Research Methods: Qualitative And Quantitative Approaches. In *Teaching Sociology* (Vol. 30, Issue 3).
<https://Doi.Org/10.2307/3211488>

- Data Reportal (2020). Digital 2020: Indonesia. Didapat dari: <https://datareportal.com/reports/digital-2020-indonesia> [15 September 2020]
- Dahlan, U. A. (2012). Variabel Mediator dan Moderator dalam Penelitian Psikologi Kesehatan Masyarakat. 39(2), 180–188.
- Elizabeth Aguirre Anne L. Roggeveen Dhruv Grewal Martin Wetzels, (2016), "The personalization–privacy paradox: implications for new media", Journal of Consumer Marketing, Vol. 33 Iss 2 pp. <http://dx.doi.org/10.1108/JCM-06-2015-1458>
- Edge Academy (2020). Marketing Foundation. Didapat dari: <https://edge.guest.thetradedesk.com/page/certifications> [26 Mei 2020]
- Emarketer (2019). Total media ad spending growth in Indonesia. Jakarta.
- Emarketer (2018). Internet Users in the US and Europe* Who Believe that Select Personalization Methods Are Ethical. Didapat dari: <https://www.emarketer.com/chart/226511/internet-users-us-europe-who-believe-that-select-personalization-methods-ethical-dec-2018-of-respondents> [5 Oktober 2020]
- Emarketer (2016). Mobile Internet Users in Indonesia Who Click on Mobile Ads, Intentionally vs. Accidentally. Didapat dari: <https://www.emarketer.com/chart/201130/mobile-internet-users-indonesia-who-click-on-mobile-ads-intentionally-vs-accidentally-oct-2016-of-respondents> [5 Oktober 2020]
- Emarketer (2018). How Do Marketers Worldwide Feel About Their Organization's Approach to Personalization and Privacy?. Didapat dari:

<https://www.emarketer.com/chart/224955/how-do-marketers-worldwide-feel-about-their-organizations-approach-personalization-privacy-of-respondents-sep-2018>

- Fandy Tjiptono dan Gregorius Chandra (2012). *Service, Quality Satisfaction*. Jogjakarta: Andi Offset.
- Försch, S., & de Haan, E. (2018). Targeting online display ads: Choosing their frequency and spacing. *International Journal of Research in Marketing*, 35(4), 661–672. <https://doi.org/10.1016/j.ijresmar.2018.09.002>
- Ghozali, Imam (2009). *Aplikasi Analisis Multivariate Dengan Program SPSS*, Semarang: Penerbit Universitas Diponegoro.
- Hair et al. (2017). *A Primer on Partial Least Squares Structural Equation Modeling. (PLS-SEM) 2th Edition*. Los Angeles, London, New Delhi, Singapore
- Hair, Jr et.al. (2010). *Multivariate Data Analysis (7th ed)*. United States : Pearson.
- Hair, Joseph E, Jr et al. (2014). *A Primer on Partial Least Squares Structural. Equation Modeling {PLS-SEM}*. SAGE Publications, Inc. California
- Harvard Business Review (2018). *Ads That Don't Overstep*. United States
- Ismail, Kaya (2019). 5 Successful Surprise and Delight Marketing Campaign. Didapat dari: <https://www.cmswire.com/digital-marketing/5-successful-surprise-and-delight-marketing-campaigns/> [5 Oktober 2020]
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi. Teknologi Komunikasi dan Informasi*, Bandung : Aditama.
- Integral Ad Services (IAS) (2019). *H1 2019 Media Quality Report*. New york.

- Inmobi Report (2019). The State of Mobile Programmatic Buying. Bangalore
- Johansson, Christoffer & Wengberg, Patrik (2017). Dynamic Retargeting -The Holy Grail of Marketing?
- Jacques, J. T., Perry, M., & Kristensson, P. O. (2015). Differentiation of online text-based advertising and the effect on users' click behavior. *Computers in Human Behavior*, 50, 535–543. <https://doi.org/10.1016/j.chb.2015.04.031>
- Kurnia, Tommy [2019]. Banyak Perusahaan Tak Paham Penipuan Iklan Digital. Didapat dari: <https://www.liputan6.com/bisnis/read/4032909/banyak-perusahaan-tak-paham-penipuan-iklan-digital> [2 Oktober 2020]
- Kotler, K.(2012). Manajemen Pemasaran 1. Edisi 12. Jakarta: Erlangga
- Liu, D. R., Liao, Y. S., Chung, Y. H., & Chen, K. Y. (2019). Advertisement recommendation based on personal interests and ad push fairness. *Kybernetes*, 48(8), 1586–1605. <https://doi.org/10.1108/K-05-2018-021>
- Lim, Shawn (2019). Programmatic buying becomes the norm in APAC but knowledge is lacking. Didapat dari: <https://www.thedrum.com/news/2019/03/11/programmatic-buying-becomes-the-norm-apac-knowledge-lacking> [2 Oktober 2020]
- Mobile Marketing Association (2019). Ad Fraud. Brand Safety. Viewability: The State of Ad Fraud in Indonesia. Jakarta
- Minsker (2013). Digital Advertising Gets Personal: Improve Customer Engagement with Real- Time Marketing. Didapat dari: <https://www.questia.com/read/1G1-350166890/digital-advertising-gets-personal-improve-customer> [5 Oktober 2020]

- Margono. (2004). *Metodologi Penelitian Pendidikan*. Jakarta: PT Rineka Cipta.
- Moeleong, Lexy.J. (2005). *Metode penelitian*. Bandung: Remaja Rosda karya.
- Obal, M. W., & Lv, W. (2017). Improving banner ad strategies through predictive modeling. *Journal of Research in Interactive Marketing*, 11(2), 198–212.
<https://doi.org/10.1108/JRIM-08-2016-0092>
- Perrin, Nicole (2020). US Digital Display Advertising 2020. Didapat dari:
<https://www.emarketer.com/content/us-digital-display-advertising-2020> [6 September 2020]
- Pubmatic Report (2019). 2019 GLOBAL DIGITAL AD TRENDS. United States
- Pubmatic Report (2020). 2020 GLOBAL DIGITAL AD TRENDS. United States
- Pollit, Edward (2019). Report: Targeted Ads Not As Effective As Thought. Didapat dari:
<https://www.bandt.com.au/report-targeted-ads-not-effective-thought/> [27 September 2020]
- Peter, J. P., & Olson, J. (2010). *Consumer behavior and marketing strategy* (9th ed.). Newyork: McGraw-Hill
- Redaksi, (2020). [Infographic] Programmatic vs. Traditional Media Buying 2019. Didapat dari:
<https://www.match2one.com/blog/traditional-vs-programmatic-media-buying/> [12 September 2020]
- Ramayah., Chuah, J., dan Memon, K. (2016). *Partical Least Square Equation Modeling (PLS-SEM) using SmartPLS 3.0*. Malaysia: Pearson
- Raza, S. H., Bakar, H. A., & Mohamad, B. (2019). The effects of advertising appeals on consumers' behavioural intention

- towards global brands.
<https://doi.org/10.1108/JIMA-11-2017-0134>
- Schmid, Dean (2017). 10 Stats to Know About Programmatic Advertising. Didapat dari:
<https://www.disruptordaily.com/10-stats-to-know-about-programmatic-advertising/> [26 Mei 2020]
- Salesforce Research (2020). Digital Advertising 2020: Insights into a new era of advertising and media buying. United States
- Sujarweni, V. Wiratna (2015). Statistik untuk Bisnis dan Ekonomi. Yogyakarta: Pustaka Baru Press.
- Sussman, S. W., & Siegal, W. S. (2003). Information Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, 14, 47-56.
<https://doi.org/10.1287/isre.14.1.47.14767>
- Stewart, K., Kammer-Kerwick, M., Koh, H. E., & Cunningham, I. (2018). Examining digital advertising using an affect transfer hypothesis. *Journal of Research in Interactive Marketing*, 12(2), 231–254.
<https://doi.org/10.1108/JRIM-07-2017-0053>
- Toolbox (2019). What Is Programmatic Advertising? Definition, Types, Channel, and Advantages. Didapat dari:
https://www.toolbox.com/marketing/programmatic-advertising/articles/what-is-programmatic-advertising/#_003 [26 Desember 2020]
- Yuan, Y., Wang, F., Li, J. and Qin, R. (2014), “A survey on real time bidding advertising”, in Paper presented at the Service Operations and Logistics, and Informatics (SOLI), Qingdao
- Zhang, S., Wakefield, R., Huang, J., & Li, X. (2020). Exploring determinants of consumers’ attitudes toward real-time bidding (RTB) advertising. *Information Technology and People*. <https://doi.org/10.1108/ITP-09-2019-0480>

Zailani, S. (2015). 기사 (Article) 와 안내문 (Information) [. The
Eletronic Library, 34(1), 1–5.